

# Revitalizing Your Ride: Automotive Powder Coating Services

For automotive enthusiasts in New Jersey, the car is more than a mode of transport; it is a passion project. However, the harsh Northeast environment—potholes, road salt, and humidity—wages a constant war on your vehicle's components. Rusty Lions offers specialized automotive **powder coating services** designed to protect your investment and turn heads at the next car show.

## The Wheel Transformation

Rims are the most popular candidate for powder coating, and for good reason. They live in the harshest environment on the car, just inches from the road surface. Brake dust, which is highly corrosive, eats away at standard clear coats.

Our wheel refurbishment process is comprehensive. We don't just spray over the old finish. We chemically strip and sandblast the wheels to raw metal. We repair "curb rash" (scratches and gouges) by welding and smoothing the aluminum. Finally, we apply a durable powder coat. Whether you want an OEM factory silver restoration or a custom "Black Chrome" look, our powder coating services ensure your wheels look better than new and are protected against brake dust pitting.

## Brake Calipers: The Detail That Matters

Nothing ruins the look of a nice set of open-spoke wheels like a rusty, dirty brake caliper behind them. High-heat powder coating is the solution. Unlike standard caliper paint kits that flake off after a few track days, our process involves disassembling the caliper, masking critical areas, and applying a heat-resistant coating. The result is a glossy, vibrant caliper (Red? Yellow? Lime Green?) that creates a stunning visual pop.

## Chassis and Suspension

For those undertaking a full restoration or building an off-road rig, the frame is the backbone. Frames rust from the inside out. Our powder coating services for chassis involves blasting away decades of rust and undercoating. We then apply a zinc-rich primer followed by a topcoat. This "duplex system" provides marine-grade corrosion resistance.

We also coat suspension arms, sway bars, springs, and rear axles. These parts take a beating from road debris. Powder coating acts as armor, preventing stone chips from exposing the bare metal to rust.

### **Under the Hood Aesthetics**

Pop the hood, and what do you see? Often, it's dull, oxidized aluminum. We can transform your engine bay by coating valve covers, intake manifolds, turbo piping, and strut bars. We can color-match these parts to your exterior paint or create a contrasting theme.

### **High-Temp Ceramic Coating (Cerakote)**

For exhaust parts like headers and turbo manifolds, standard powder coat cannot withstand the heat. That is why Rusty Lions also offers Cerakote services. This ceramic coating withstands temperatures over 1800°F, reducing under-hood temps and preventing your expensive exhaust headers from rusting.

Your car deserves better than a rattle can. Trust the experts at Rusty Lions to provide the automotive powder coating services that professional builders rely on.